

# CONTACTS

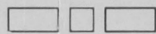


Autumn Number 1941

# "ALL OUT"?

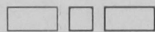


*If not, each one of us should be "All Out" in our individual war effort — "All Out" for our business and our personal affairs — Protection for the family, and "All Out" to be a financial success personally.*



**EATON Life Assurance Can Help You**

**"It's Easy to Pay—The EATON Way"**



**THE T. EATON LIFE ASSURANCE COMPANY**

Seventh Floor - - - Hargrave Street



# CONTACTS

Published Quarterly by **T. EATON CO.** LIMITED of Winnipeg, Manitoba,  
for distribution to the Co-workers of the Organization.

Editor: W. E. C. HURLBURT

Vol. 14

OCTOBER, 1941

No. 3

## "V"

"V" is the symbol we're backing to win.  
Raising its might 'mid the holocaust's  
din;

V for the Voice of the peoples enchained,  
Fighting on still for a Freedom  
regained.

V for the Valour of troops on the land,  
Shown by our men with disaster at  
hand.

V for the Valiant who fight in the sky,  
Battling the squadrons of foes up on  
high.

V for the Vaunt of our brave sailormen,  
Holding the seas of the world once  
again.

V for the Vehemence of Winston the  
Man,  
Bidding us fight as we must and we  
can.

V for the Vigour, the toil, sweat and  
tears  
We're all forced to pay for the lost,  
lazy years.

V for the Volleys of guns that must  
blaze,  
Warding off death in the Isle's  
crowded ways.

V for the Vanguard in Britain's grim  
might,  
Holding the fort for all Freedom and  
right.

V for the Vessels her allies must build,  
So that her promise to win be fulfilled.

V for the "Fives" we must save for a  
while,  
Giving our all with a will and a smile.

V for the Vision to Faith we must pin,

V for the **VICTORY** we Must and Will  
**WIN!**

[These stirring lines are from the pen of  
Mr. W. E. Gray, head of Calgary store's ad-  
vertising department.]

## STOP PRESS!

### Seven Per Cent Increase Assured Community Chest!

Well, Eatonians, We've  
Done It Again!

Last year our contribution  
to the Community Chest top-  
ped its objective by going over  
the \$17,000 mark.

This year, faced with ad-  
vancing costs of living, the  
Community Chest asked the  
people of Greater Winnipeg  
for a general increase of 3 per  
cent and **EATON** employees  
have again rallied to this great  
community service!

On going to press Satur-  
day, September 27th, "Con-  
tacts" was assured by the  
committee that when all re-  
turns are completed our con-  
tribution to the Chest will  
exceed \$18,200, or an increase  
of over 7 per cent!

APPOINTMENTS—

**THE T. EATON CO. LIMITED**  
**BRANCH STORE**  
**PRINCE ALBERT CANADA**

Newest addition to the company's branch stores is Prince Albert, Saskatchewan, which is now under construction and will be opened within the next few weeks.

Following are the Eatonians appointed to head Prince Albert's various departments:

Mr. E. M. Saville, store manager.

Department PNC. 501 (yard goods, bedding, linens)—Mr. E. J. Wilson, head of department.

Department PNC. 506 (gloves, hosiery, notions, drugs, stationery, candy, fancy goods)—Mr. R. J. Shortridge, head of department.

Department PNC. 513 (men's and boys' clothing and furnishings)—Mr. W. G. Hackney, head of department.

Department PNC. 517 (women's garments, millinery, lingerie, juvenile)—Mr. E. J. Wilson, head of department.

Department PNC. 520 (men's, women's and children's shoes and rubbers)—Mr. W. G. Hackney, head of department.

Department PNC. 523 (sporting goods, auto accessories, tires, toys, china, stoves, hardware, farm goods, paints)—Mr. P. Wright, head of department.

Department PNC. 528 (furniture, house furnishings)—Mr. B. J. Blackman, head of department.

Department PNC. 529 (lunch counter)—Mr. R. J. Shortridge, head of department.

Department PNC. 548 (optical parlor, music, radios, refrigerators, washing machines, vacuum cleaners, electrical goods)—Mr. C. F. Schurer, head of department.

Department PNC. 559 (foodateria, fruits and meats)—Mr. R. J. Shortridge, head of department.

\* \* \*

PORT ARTHUR—Department 568 (base-ment bargain department)—Mr. T. Coakwell, head of department (pro tem.)

HUMBOLDT ORDER OFFICE—Please note the following, at Humboldt, effective as at September 15th, 1941: Miss D. M. Norfield, in charge.

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COMING! October 11th to 25th, in the Donald Annex

## **The Great Fire of London, 1940**

**An Exhibition of Paintings and Drawings by the Auxiliary Firemen of the London Fire Brigade**

The story of the great fire of London in 1940 depicted in 67 oil paintings, 47 water colors and drawings. These pictures were produced by members of the London Fire Service—men and women who were actually on the job of the particular incident or fire depicted. Now touring the United States and Canada, the pictures were recently exhibited in New York.

Don't miss seeing these unforgettable pictures! They tell a story of the ingenuity and indomitable courage of these fire fighters, but for whom, it is said, the entire vast city of London would now be charred ruins! Tell your friends about this exhibition—October 11th to 25th.

Two

The Next Meeting of the Red River Camera Club will be held in the Antique Tea Rooms on Monday, October 20th, at 8 p.m.





The Third Floor Hunting Information "Lodge" Is Supplemented  
by a Smaller One on the Main Floor

## Thank You For Writing, Good Neighbours!

Here are two "Thank You" letters recently received from American visitors. "The Shopper" and Mr. Richards will be glad to know their good service has been so much appreciated.

"Mrs. F. W. Bunyan,  
"Route 1, Box 5280,  
"Sacramento, Cal., U.S.A.

"The Shopper."

"Many thanks for your co-operation with my order of July last while visiting in Canada. The deep orange wool and kapok which I eventually transformed into the 'Golden Bear of California,' took first prize in the California state fair here at Sacramento. I thought you would like to know."

\* \* \*

## Attention, Mr. A. H. Richards

"2908 E, 91st St., Chicago, Ill.,  
"September 16th, 1941.

"I would like to thank you for your courteous service, which I received while purchasing linens from your department.

"Your choice was very much appreciated.

Yours truly,

"Edward Lundal."

Three

## 29 States Heard From in Good Neighbour Quiz

Since it is widely conceded that Manitoba is the "sportsman's paradise" of North America for many kinds of game, it is not surprising, that on going to press, sportsmen from 29 States have already written EATON'S, Winnipeg, for hunting information as a result of the unique advertisement which the company ran in "Life" and other leading American magazines.

Here at EATON'S we will be glad to welcome our American friends. Moreover, the money they spend here is needed for purchase of war materials in the U.S. Our good neighbours will find us ready with information about hunting areas, license fees, reliable guides, calibre of guns and ammunition needed.

\* \* \*

## I'll Be Seeing You!

Below is reproduced one of the first inquiries received from California.

Hi Neighbor!

9-11-41

I SAW YOUR ARTICLE IN LIFE'S MAGAZINE (SEPT 15, 1941) AND WOULD APPRECIATE IT VERY MUCH IF YOU WOULD SEND ME YOUR BOOKLET "Good Neighbor Hunting Guide"

L. R. PAYNE - 2521 22ND STREET  
SAN FRANCISCO, CALIFORNIA  
U-S-A-

Sincerely  
L. R. Payne

I'll be seeing you!



## "One of the Finest, Most Modern Stores in Yorkton"

("The Yorkton Enterprise")

\* \* \* \*

A new, larger and highly modern **EATON'S** opened its doors to the people of Yorkton district on Saturday, August 30th. The Company has, of course, conducted a mail order office and heavy goods sales floor at Yorkton for some years. However, to keep apace with advancing conditions in this thriving Eastern Saskatchewan city, larger premises became necessary.

Enthusiastic crowds visited the fine new store on opening day and were most generous in their praise of its smart, spacious arrangement . . . its splendid stocks of furnishings, electricals and heavy goods. "The show place of Yorkton." . . . "A really splendid store." Such were the frequent comments.

Two lovely bouquets, seen in the top picture, were among several complimentary bouquets of flowers presented by local firms in honour of the occasion.

The new store front is designed in white and black onyx with large show windows adding to its general attractiveness. Within, the spacious, well-appointed showrooms make this one of the finest, most modern in the entire network of **EATON** order offices.

Mr. Robert Barr, formerly of 248 department, is in charge. Other staff members are: Mr. L. Hagglund, Mr. Tommy McFetridge, Miss M. Robinson, of Yorkton, and, of course, we mustn't forget Steve who looks after shipping and a host of general duties.

**Congratulations, Yorkton!**



# Because . . . .



Who hasn't listened (often with growing embarrassment) to a little child's barrage of questions: "Why does the cat have a tail? Are stars holes in the floor of heaven? How do you make leather?" Why? How? Where?

Thus begins man's never-ending quest for facts . . . and it is **facts** selected from the consumer's points of view and translated into the language of the consumer, that give merchandise added customer acceptance. Especially when it comes to regular values like our **EATON Branded Lines**. **Facts** are much more powerful when it is pointed out that the merchandise is made in such and such a way to help you do this, to give you certain comfort . . . better service . . . to do something for the customer.

On this page is presented an example of this **factual advertising**—now being featured by our men's shoe department.

The line selected is *Eaton*, oldest and largest group in our **EATON Branded Lines** family.

Flanking the department are four display cases like the one pictured here. By a series of cards, the story of *Eaton* footwear is told in detail. **Facts** about the

sole leather, the uppers, the linings—even the eyelets—**facts** about the shoemaking and **facts** about the care and preservation of this famous Canadian footwear . . . that was a "trusted landmark" in shopping when grandfather was a boy!

Yes, *Eaton* was the pioneer of our branded lines. It was an **EATON** trade mark over forty years ago and a recognized "Leader" value in footwear by **EATON** customers when Winnipeg store was opened in 1905. Today, the **EATON Branded Lines'** family has grown to large proportions. Five of our major branded names are, of course: "Mayfair," "Braemore," "Canterbury," "Birkdale" and "Renown." Each branded line varies because some customers want certain standard of quality—but each is the best quality available in its price field.

## Happy Landing, Alf. Beavis

The R.C.A.F. claimed another member of 218 department when Alf. Beavis left for No. 2 Manning Pool, Brandon, on August 30th. Mr. Graham Scrivener extended the department's best wishes and presented Alf. with an Air Force sweater and money belt from his associates.

# Eatonians Now Serving The Empire

\* \* \* \* \*

Additional to Lists Published in Anniversary  
Number of "Contacts"

\* \* \* \* \*



Department	NAME
129	J. W. MacKenzie
8	H. J. Simpson
275	V. C. Stilwell
122A	R. C. Crook
151	G. F. Cawson
214	J. E. Elders
130	H. R. Peacock
248	D. M. Boyd
151	A. W. Knight
151	Archie Armstrong
1203	Jack Gross
130	A. W. Hunt
213	G. A. Strome
48	F. E. Anderson
1224	A. G. La Londe
22	L. D. Malenfont
1203	G. F. Ireland
1208	L. C. Cullen
228	R. F. Thoreson
214	Geo. Johnson
130	C. R. H. Daw
151	Joseph Sobin
144	W. R. Groves
113	E. W. Shakespeare

Department	NAME
54	W. G. Booth
151	R. G. Black
282	D. E. McPherson
144	Richard Doyle
659	A. H. Smith
122D	R. K. Swonnell
1203	E. H. Armstrong
146	W. H. Platt
243	S. M. Smith
226	T. S. Carnegie
106	L. M. Scott
259	R. H. Soper
247	J. H. Johannson
233	A. W. J. Barr
4	A. W. Stewart
41	F. J. Cowie
265	Leonard Watson
221	I. L. Wood
41WR	T. Williams
227	R. W. McDowell
270	S. Frederickson
130	H. Lake
268	A. W. Warren
268	W. V. Taylor

Department	NAME
179	D. J. Tomes
130	C. P. Flood
40	J. Graham
224	C. T. Trick
129	F. Mugleston
1208	A. Mousseau
221	G. Morris
282	G. E. Allen
223	John Johnson
133	A. Howson
49	D. J. Haddow
288	H. R. Hill
248WR	G. L. Wells
1208	R. Ford
140	R. S. Smith
1203	Len. Reed
1209A	W. T. Evans
236	J. N. W. Budd
259	S. W. McBeth
243	A. C. Potts
228SR	A. E. Bruce
218	A. C. Beavis
122C	D. E. Millar
131B	T. J. White

## OBJECTIVE TOPPED!

By EATON Girls' Red Cross  
Knitting Group

We men of the store will doff the old brown derby every time to our women Eatonians who are devoting much of their leisure time, after a busy day of selling or tapping a type-writer, to patriotic knitting . . . but we add a hearty cheer for the spirit of those girls who pick up their knitting needles after a day's work of sewing and altering dresses. Isn't that something of a "busman's holiday"?

The lovely afghan pictured here was knitted by the girls of 1201A—the alterations workroom. In the top corner you'll note a pair of warm, serviceable grey blankets . . .



these were woven in Winnipeg from small scraps of woollen fabrics left from garments made in the workroom. The girls clubbed together and paid for the making. Both articles were turned over to our Red Cross knitting group.

Incidentally, the EATON girls' Red Cross knitting group have gone away over their quota! With an objective of one thousand knitted garments for the year, the girls turned in a total of eleven hundred and twenty-five garments. Not a few mere males who can't purl and plain, but feel they'd like to lend a hand in this great cause are donating a skein or two of wool. It's a splendid idea, don't you think?



# Eatonians Now Serving The Empire



D. J. HADDOW, 49

A. W. HUNT, 130

A. HOWSON, 133

J. JOHNSON, 223

G. L. WELLS, 248 W.R.

L. REED, 1203



G. E. ALLEN, 282

F. K. SWONELL, 122D

T. S. CARNEGIE, 226

J. N. W. BUDD, 236

D. E. MILLAR, 122C

W. A. SUMMERS, 173



A. E. BRUCE, 228 S.R.

W. G. BOOTH, 54

V. STILLWELL, 275

S. M. SMITH, 245

A. C. POTTS, 243

E. H. ARMSTRONG, 1203



W. V. TAYLOR, 268

J. GROSS, 1203

G. MORRIS, 221

F. MUGLESTON, 129

T. WILLIAMS, 41 W.R.

C. T. TRICK, 224



D. TOMES, 179

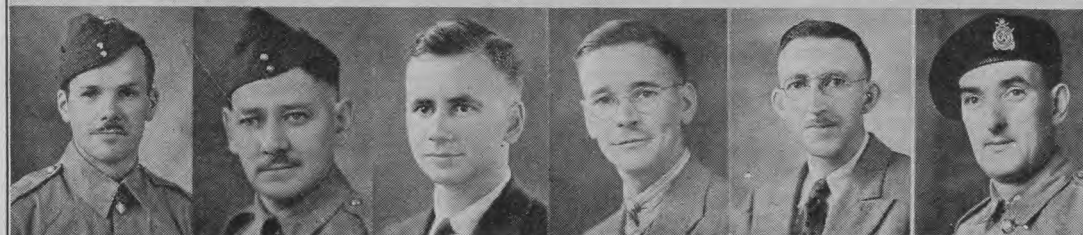
J. GRAHAM, 40

R. MCDOWELL, 227

I. L. WOOD, 221

C. FLOOD, 130

J. R. FIRTH, 204



A. WARREN, 268

S. FREDERICKSON, 270

L. CULLEN, 1208

A. MOUSSEAU, 1208

R. FORD, 1208

D. A. BRAND, 130

Speaking of Sales Checks—  
**Could These Be Yours?**

The Test of a Sale is Not in the  
Selling but the Aftermath

Did you ever wait with growing annoyance for a parcel that didn't come? Perhaps it was things you needed for the party you were giving that evening . . . or the wallpaper you hoped to put on over the week-end . . . or perhaps that glamorous new dress for an all-important dinner date?

Then you, too, know something of the annoyance, disappointment and perhaps serious inconvenience that may be caused by a wrong address. And not only are wrong addresses "bad medicine" from the angle of service to our customers . . . they entail hours of extra work for others.

The complaint committee is now making a drive to reduce the wrong address bogey and urge all Eatonians to co-operate more closely. Please be sure to check back every address carefully with your customer—Repeat the street number—S-P-E-L-L out the street name.

The three sales checks shown here were selected at random from a file on the complaint chairman's desk.

Note the top one: "238 Mountain Avenue." This should have read 238 MARTIN Ave.

WRITE PLAINLY

NAME Smith

ADDRESS 238 Mountain Ave

S. I. NAME E. F. Collins OF K. WRITE PLAINLY

ADDRESS 643 Sherburn

NAME Flaron LAINLY

ADDRESS 412 Aulacou

Sales No. 65-1234

The second check is a similar example: this should have been SHERBROOK Street.

As for the lower check, your guess is as good as ours, but the correct address should have been 412 "ELGIN Ave"!

Thanks, Eatonians—we know you'll co-operate!

\* \* \* \* \*

**OLD-TIMER!**

While we're on the subject of sales checks, there's an interesting story about this one photographed at the left. The upper portion shows it was for one collar purchased in department 14. Mighty few Eatonians will remember that 14 department was the men's furnishings away back around 1909. Mr. John Stronach does, however, as he was then its assistant manager. Yellowed with age, the check was found underneath the flooring of 485 Heatherington Avenue, the address you'll note written upon it. Mr. Deally, 130 department, told "Contacts" about a little boy at this address who had the habit of poking powder taken from his daddy's shot-gun shells down a hole in the floor. When the boy's father was extracting the powder from the hole he came upon the sales slip!

T. EATON CO. LIMITED  
WINNIPEG, CANADA

Sales No. 14 11042-32

Address 485 Heatherington Ave

QUANTITY	DESCRIPTION OF GOODS	PRICE	TOTAL
<u>1</u>	<u>Collar</u>	<u>1.00</u>	<u>1.00</u>

**The Nemo Self-Reducing Corset**

has solved a great difficulty for stout women. It is artistic and hygienic, giving the appearance of slenderness without reducing the weight.

Style No. 318, with five hook clasp, low under arm, long hip and back, made of coutil, color white, size 20 to 38. Per pair **\$3.50**

T. EATON CO. LIMITED  
WINNIPEG CANADA

**An Advertising Man's Slant on Selling**

Professor Paul J. Thompson, of the University of Texas, speaking before the personnel of the E. M. Scarbrough & Sons department store in Austin Texas . . .

"Your pleasantness might seem a little more sincere if you could call us (your customers) by names. Every department store in the land was started by some merchant who made a specialty of learning names, and succeeded.

"I can testify that I am flattered just a little when a salesperson remembers my name. Perhaps that's because I know just how difficult it is to remember names.

"If you don't know our names and can't spare a few smiles surely you will show a little enthusiasm when we suggest that we want to look at your merchandise. —Women's Wear.



# TEAMWORK Does It Again!

Drivers' Annual Bulb Sale Competition Goes Over the Top!

**Grand Prize**  
Driver J. Jervis.

**Second Prize**  
Driver D. Burr.

**Largest Number of  
Bulbs Sold**  
Team No. 4,  
Captain, Driver W.  
Sanderson.

**Second Largest  
Number of Bulbs  
Sold**  
Team No. 2,  
Captain, D. Burr.

With a whirlwind finish, the Drivers' Bulb Sale Competition closed on September 22nd with Driver Jack Jervis winning the grand prize for the largest quantity of bulbs sold.

Results show that the competition was unusually keen and there was very little difference in the quantity of bulbs sold by Drivers Jervis, Burr and Haslam, the latter being in third place.

But perhaps the most outstanding feature of the whole campaign was the fine esprit de corps exhibited by the various teams. This same splendid spirit was noticeable among the new drivers.

\* \* \*

## A Word of Appreciation From the Electrical Department

"September 28th.

"Will you kindly thank the EATON drivers for their excellent showing made in the Annual September Drivers' Bulb Sale. This competition went over the top and we certainly appreciate the efforts and interest shown by the various drivers, particularly the captains."

\* \* \*

In addition to those mentioned, other drivers who really were right up in front pitching ball were: J. March, No. 11; E. Flannery, No. 38; L. Nickarz, No. 41.

In the second group of good salesmen is found: W. Sanderson, No. 44; Jim Roberts, No. 70; A. Cortens, No. 5; D. McFadzean, No. 42; R. Williams, No. 88; J. Leydon, No. 100; J. Bremmer, No. 110; G. Vantournhout, No. 31.



Left to right: Captains Don Burr, Bill Sanderson, Harry Haslam and J. Jervis

A special vote of thanks should be passed along to the new drivers for their co-operation.

And, finally, thanks to Driver Art Jenner who helped a great deal in making the competition the splendid success it was.

\* \* \*

An interesting feature of the campaign was the board placed outside delivery office. At the top were photographs of the team captains, and arrows showed the daily progress of each team.

\* \* \*

## Special Prizes for Drivers Selling 100 More Bulbs Than Were Sold on Their Route Last Year Were Won by the Following:

- |                       |                          |
|-----------------------|--------------------------|
| D. Burr, No. 6.       | A. Cortens, No. 5.       |
| J. March, No. 11.     | G. Simpson, No. 23.      |
| E. Flannery, No. 38.  | L. Nickarz, No. 41.      |
| D. McFadzean, No. 42. | W. Sanderson, No. 44.    |
| J. Speed, No. 34.     | H. Clancey, No. 113.     |
| A. Osmond, No. 116.   | J. Jervis, No. 91.       |
| G. McDonald, No. 94.  | G. Young, No. 97.        |
| N. Day, No. 71.       | T. Aitkins, No. 80.      |
| R. Williams, No. 88.  | H. Haslam, No. 43.       |
| J. Roberts, No. 70.   | G. Vantournhout, No. 31. |
| R. English, No. 66.   | B. Zulkoski, No. 117.    |
| E. Anderson, No. 89.  | E. Roberts, No. 102.     |
| H. Conley, No. 63.    |                          |

## "Thirty-Five Years of Smooth Sailing"

. . . Says Mr. R. E. Stewart When Honored by His Staff on Occasion of Thirty-Fifth Anniversary With the Company



Thirty years together . . . Mr. R. E. Stewart (left) receives the congratulations of Mr. Bob O'Brien

When Mr. Robert ("Ed") Stewart came to work on the morning of September 13th, a strange sight greeted him. He hadn't any staff! Nope, the place was deserted. Not even a lone saleswoman in sight! As Mr. Stewart passed through the department headed for his office toy cannons boomed, "EATON Beauty" dolls waved and smiled their prettiest, while whole rows of lead soldiers came smartly to attention.

"Humph! Something's going on around here," thought Mr. Stewart. Then, as he opened his office door, the whole thing burst upon him. "Happy birthday! Many happy returns on your thirty-fifth anniversary!" shouted the toy staff, who suddenly appeared to greet their chief.

On the Stewart desk were 35 gorgeous roses, while standing beside a draped object was Mr. Bob O'Brien, who made a short speech and then, on behalf of the staff, presented Mr. Stewart with a lovely framed water-color—a Swiss snow scene by the famous Russian artist, Choultse. Mr. Stewart thanked his boys and girls warmly for their fine gift and also for the corsage sent to Mrs. Stewart. There was a lot of handshaking all round, and thus ended another happy milestone.

\* \* \*

Robert Edward Stewart was born at Ballymena, Ireland, within a short distance of Timothy Eaton's birthplace. After

serving an apprenticeship in the hardware business at Belfast, he came to Winnipeg and started with EATON'S in the china packing. Setting up bicycles was his next job, and a few years later he became assistant in the toy department, of which he rose to be supervisor.

In his thirty years with the toys, Mr. Stewart has crossed the Atlantic some thirty-eight times and the Pacific twice.

"Getting ready for Christmas involved an even greater amount of work in the early days," Mr. Stewart told us. "The toy department was then on the fourth floor where the waiting room now is. We had to put up our own decorations, too . . . but it was a lot of fun. Taken all in all, it has been thirty-five years of smooth sailing and no regrets," he added, with that warm-hearted Irish smile so familiar to most Eatonians.

\* \* \*

And so we leave Mr. Stewart and Mrs. Stewart (formerly Miss Elizabeth McQuicklin of the store post office) with the congratulations and many happy returns of a host of friends across the EATON network.

### Do It NOW!

Your stray pennies will help send badly needed cigarettes to the boys overseas in time for Christmas.



## More Anniversary Congratulations!



Miss Annie Moore, department 122A, was showered with congratulations and a lovely bouquet of roses from her many friends ... as a mark of their affection on the occasion of her thirty-fifth anniversary of EATON service on September 10th.

A native of Maberley, Lanark County, Ontario, Miss Moore's entire service has been devoted to auditing customers' accounts and, needless to say, she does a fine job of work.

Quiet, unassuming, Miss Moore is well loved by all who know her. Apart from business, Miss Moore's hobbies are looking after her pretty little home in St. James and her flower garden. These, she assures us, take all her spare time.

Mr. Sidney E. McKay, first assistant, mail order cashiers, celebrated his thirty-fifth year of EATON service on September 6th. As a memento of the occasion, Mr. McKay was presented with a silver serving tray by Mr. J. Stronach, mail order superintendent, on behalf of his business associates.

The genial Mr. McKay confesses to being a "Spud Islander" (P.E.I.), but he's just as much at home in Manitoba and Saskatchewan as in our island province. His long service has been divided between Winnipeg, Saskatoon and Regina in connection with the transfer, cash and general offices. In leisure hours he golfs, curls and bowls, but he wouldn't pose for the camera. \* \* \*

Mr. William Davidson (1209) celebrated his thirtieth year with the company on August 30th.

A member of our watch repair staff, Bill's leisure hours run to hunting and target shooting. A crack shot, as a member of the 90th regiment some years back, he won a place on the Bisley team—an achievement coveted by many but attained by few. Bill has many friends in the western network who extend hearty congratulations!

### "Them Were the Days!"

No, friends, this is not the Blue Bombers in disguise, but grid-iron heroes of many a tough battle in the inter-department league, vintage 1908. These stalwarts, including those in the drooping drawers and handle-bar mustachios, were the hardware-china-toys' eleven from the late George Graham's departments. The picture was loaned by Mr. Ed Stewart, who is seen (in uniform) second from left in back row. First from left in front row (you've guessed it) is Mr. W. B. Pickard, while next to him is Mr. John Cameron, formerly manager of the sporting goods here and now manager of the travelling goods department, Toronto store.

"Maybe our football wasn't very scientific," says Mr. Stewart, "but we had a lot of fun." Old timers may recognize other faces in the picture.



## CONTACTS



A salute to these Eatonians from Winnipeg and the company's western stores who, during July, August and September, completed their 25th year of service with **EATON'S**.

A cross section of a great store's activities is represented in their various departments—dress goods, soaps, lingerie, lumber, dresses, paints, stationery, neckwear, linens, men's clothing, fruits, packing, store management, display, and bookkeeping. To each and every one, congratulations and many happy returns!

### JULY

- 1—Miss Anna Stewart (206)—July 3rd.
- 2—Miss Agnes M. Bishop (2)—July 17th.
- 3—Mr. John T. Pattison (221)—July 19th.
- 4—Mr. Charles T. Chesley (162)—July 19th.
- 5—Mr. Walter Maw (127)—July 25th.
- 6—Mr. Claude H. Broley, merchandise manager (Moose Jaw)—July 31st.

### AUGUST

- 7—Mr. William McMillan (253B)—August 17th.
- 8—Mr. Thomas Burns (162)—August 18th.
- 9—Miss Emma French, head of department (240)—August 24th.

- 10—Mr. George Paull (general office)—August 24th.
- 11—Miss Edna M. M. Greene (8)—August 25th.
- 12—Miss Sarah McNabb (219)—August 28th.
- 13—Mr. William J. Seaton (130A)—August 30th.
- 14—Mr. John W. Baker, head of department (272)—August 31st.

### SEPTEMBER

- 15—Miss Barbara Baker (120)—September 5th.
- 16—Mr. William Kerr (211)—September 5th.
- 17—Mr. Thomas Dodds, head of department (27)—September 7th.

- 18—Mr. William Main (113)—September 11th.  
 19—Mr. Fred C. Gamble (213)—September 15th.  
 20—Miss Elizabeth N. Yeddeau (212)—September 28th.  
 21—Mr. Myron H. Olmstead, head of department display (Calgary)—August 18th.  
 22—Mr. Randolph Pyke (Saskatoon)—September 5th.  
 23—Mr. William H. Dennis, store manager (Medicine Hat)—August 29th.

**Missing From Picture Due to Absence on Vacation**

- Miss Mabel Stephenson (5)—July 3rd.  
 Mr. William A. Wright (223)—July 10th.  
 Mr. Alfred A. Wells (7)—July 17th.  
 Mr. James Anderson (122A)—July 27th.  
 Miss Vera Wilson (Edmonton)—August 11th.  
 Mr. William Gibbs (Edmonton)—August 31st.

## William Kerr Honoured with Roses

Mr. William Kerr, department 211, officially joined the Quarter-Century Club on September 5th, 1941, though he had been employed by EATON'S several years before, having left the Company's service to go out west.

Mr. Kerr's service has all been spent in the staple and linen department, where he is held in high esteem both by customers and associates alike.

Honouring Mr. Kerr on his anniversary, department 211 presented him with 25 beautiful red roses.

\* \* \*

## Congratulations to Leslie Hawksley

The management and staff of department 19 extend their most sincere congratulations to Mr. Leslie Hawksley on the occasion of his joining the EATON Quarter-Century Club on October 6th, 1941.

Mr. Hawksley has been suffering ill health in the past six weeks, and his friends all join in wishing him a speedy recovery and many more years of faithful service.

\* \* \*

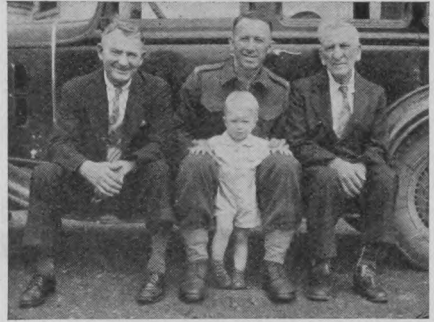
## Tribute to Miss Sarah McNabb

A warm tribute was paid to Miss Sarah McNabb (219) by her department management on the occasion of the former's 25th anniversary with company, August 28th.

"Miss McNabb," "Contacts" was told, "is not only a capable, highly regarded employee, but one whose judgment is respected by the knitwear industry throughout the dominion."

As a token of affection from her associates, a presentation was tendered Miss McNabb by Mr. N. M. Gray, head of department.

## Fifty Years of EATON Service



Four generations of the Small family are represented in this picture, the "top half" of which has seen approximately fifty years of EATON service.

From left to right are: J. Elmer Small, 1203 department (son of Geo. L. Small), approaching twenty-five years of service (1942); Signalmen Roy L. Small, now serving with the 3rd Division, Royal Canadian Corps of Signallers (son of J. Elmer Small); George L. Small, department 41, retired after twenty-five years of harness making de luxe; Roy Small, jr., age two years, son of Roy Small.

## "Dear Santa, Please Bring Me a Doll!"

Betty's mother does not want to disappoint her small daughter, but she really can't see how Santa will ever manage to bring a doll to their house this Christmas.

Can you knit or sew? Dolls just the same size as those the EATON Women's Club dressed last year are waiting to be dressed. These dolls will be given to The Family Bureau and will go to children in homes where they are having financial difficulty through illness or other adversity.

Some little girl will be happier because you took time to dress a doll. Because all are so busy after the end of October, it is essential that all dolls are turned in by Saturday, November 1st. See Miss Kerr in the educational department or Miss Bailey, 40 department, mail order, today and take a doll home with you tonight to dress according to your own ideas of what some little girl would just love to own.





# WHAT'S GOING ON AROUND HERE?

## The Austin Twins

The desire to co-operate with the Fuel Controller's request for a conservation of gasoline led the Company to introduce the "little fellow" (Austin) you see in the accompanying cut.

Two such trucks are now operating in our delivery system, and are used principally for emergency calls, economically replacing the larger units which formerly did this service. Their trim little lines and smart appearance have been the subject of much favourable comment from our customers.

\* \* \*

## We Paint Our Own

It may be of interest to know that these trucks, in common with all the other units of the fleet, were painted and decorated in the Company's own truck-painting plant, under the supervision of the delivery manager, with Mr. Jack Smith in charge of the section. Formerly housed in what is now known as warehouse No. 3, the paint shop had to make way for other departments coming into the reconstructed building, and it now operates at Tecumseh and Notre Dame Avenue. Here the shop is well equipped, as will be noticed in the picture. The truck shown is a Fargo, with panel body of local construction. It is almost ready to leave the shop and take its place amongst the fleet, carrying the number 343.

The dark recess in centre is the new spray gun section. Large enough to hold our largest furniture trucks, it is equipped with devices for extensive spray-gun work and disposal of fumes.

\* \* \*

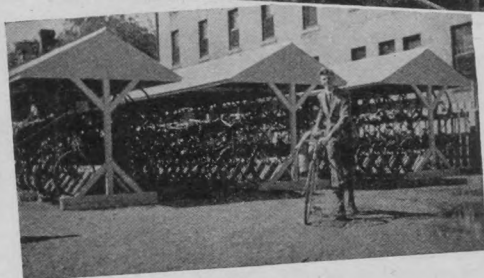
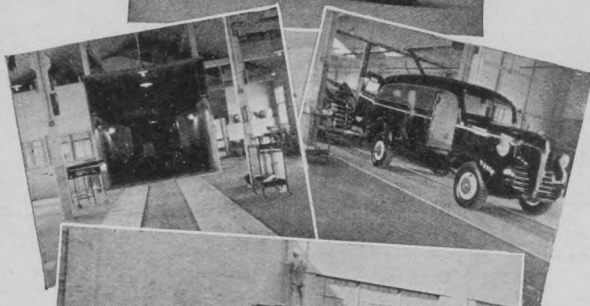
## Men at Work

On this spot (centre picture) will be erected another **EATON** service—the mail order assembly and loading depot.

A central depot, 60 by 120 feet in area, this new service will be for the convenience of out-of-town truckers. It is also expected to greatly relieve the congestion of trucks on Donald Street. This new venture will also provide an overhead passage-way between mail order buildings Nos. 2 and 3.

And here the march of progress removed another landmark, the Valois Block, whose ground floor was the scene of many a spirited noon-hour checker game by **EATON** enthusiasts in other years.

Fourteen



## The New Bicycle Parking Lot—

—on Carlton Street (adjoining the employees' car parking lot) thoughtfully provides for over 300 bicycle-riding Eatonians. Here wheels may be racked in a locked enclosure and an attendant is in charge during store hours. Racks are protected from rain by overhanging roofs. And now that we're saving gas to help beat Hitler, it is expected many more Eatonians will be wheeling to work!

"All those who would like to go to heaven," said the Sunday school teacher, "please raise their hands."

All did, except one.

"Why, Johnny," exclaimed the teacher, "wouldn't you like to go to heaven?"

"Naw," said Johnny, "not if that bunch is goin'."

—"The Coffee Cup."

Friday, October 3rd—Saturday, October 4th

# A PREVIEW

for EATON Employees of Merchandise in the

# TRANS-CANADA SALE

will be held in the Donald Annex

Again a Preview has been arranged to give Eatonians an advance showing of the actual goods appearing in this great nation-wide sale . . . the Sale that unites our whole EATON store family from Halifax to Vancouver in one big, eagerly awaited programme of value-giving!

This Year's Preview Will Be Highlighted by a

# QUIZ

for which 32 Prizes will be offered for the best answers to questions about the displays and their locations. Also 5 Prizes for Quiz Card Numbers.

Here are the prizes—and you've a wonderful chance to win!

## 32 Prizes for Best Answers to Quiz

- |   |  |
|---|--|
| 1st—Fur choker.                         | 17th—Women's ski suit.                   |
| 2nd—Women's fur-trimmed coat.           | 18th—Pen and pencil set.                 |
| 3rd—Cedar chest.                        | 19th—Men's penguin cloth jacket.         |
| 4th—Radio.                              | 20th—Horsehide jacket.                   |
| 5th—Fur-trimmed coat.                   | 21st—Wardrobe box.                       |
| 6th—Coffee table.                       | 22nd—Blankets.                           |
| 7th—Tri-lite and shade.                 | 23rd—245 department, merchandise \$7.50. |
| 8th—Vacuum cleaner.                     | 24th—210 department, merchandise \$5.95. |
| 9th—Windbreaker.                        | 25th—Senior girls' shoes.                |
| 10th—214 department, merchandise \$12.  | 26th—Dress length.                       |
| 11th—236 department, merchandise, \$10. | 27th— <i>Eaton</i> men's hat.            |
| 12th—Smoker.                            | 28th—Women's sweater.                    |
| 13th—204 department, merchandise \$10.  | 29th—1 pair men's "Renown" shoes.        |
| 14th—206 department, merchandise \$10.  | 30th—Wool mat.                           |
| 15th—12 pairs men's or women's hose.    | 31st—Pictures.                           |
| 16th—Women's dress.                     | 32nd—5-lb. box chocolates.               |

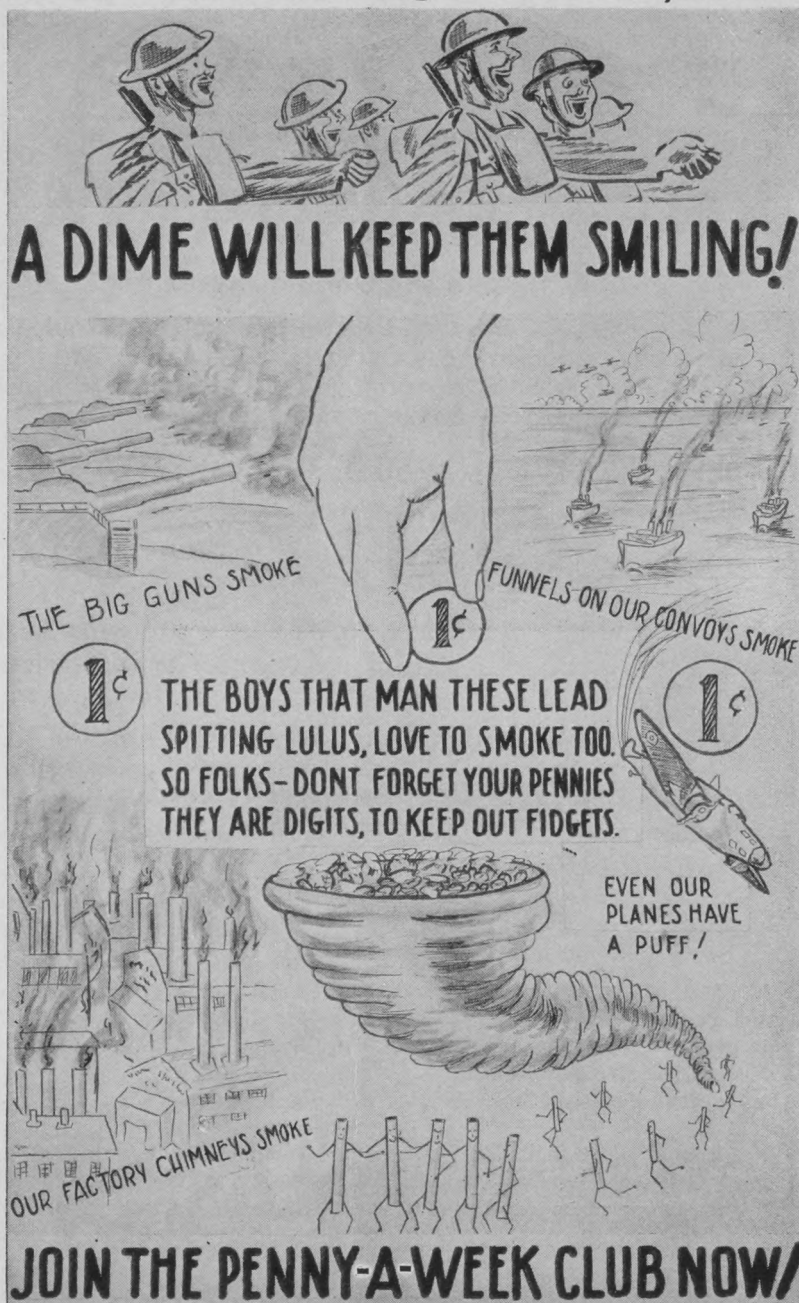
## 5 Prizes for Quiz Card Numbers

Notice the number on the front of your card. It may be one of the five selected Monday at 3.00 p.m.

Prizes will be given as follows:

- 1st selection—Department 208, merchandise to value of \$6.00.
- 2nd selection—Department 221, merchandise to value of \$5.00.
- 3rd selection—Department 219, merchandise to value of \$5.00.
- 4th selection—Department 252, merchandise to value of \$5.00.
- 5th selection—Department 247, 5-lb. box chocolates, \$3.25.

# S.O.S.! Send Our Soldiers—Cigarettes for Christmas!



## JOIN THE PENNY-A-WEEK CLUB NOW!

Fathers, brothers, sons and husbands, yes, and husbands-to-be! All of these husky males away from home manning some smoke-puffing instrument of war . . . they are our men and they are doing this for us!

Lads and lassies, we have fallen by the wayside in our fireside giving. We really need pennies. Christmas cigarettes must

be bought and we ask you, not for someone you don't know. Oh, no! All of these boys you have laughed and talked with.

If they were home and ill some one of us would care for them; if they were lonely we would comfort them.

They are NOT home and they DO need comforts. A tiny cigarette will bring you closer and give more comfort than anything else. So while they man the guns, let us give the digits to keep away the fidgets.

—E.A.



# Three Sons for VICTORY



A doctor, an artillery officer and a gunner! No need to stress the fact that any father would be proud as Punch of such a contribution to help the mother country bring about the real new order! These three strapping sons of Mr. A. C. McPetridge (head of department 28), who are out to collect Hitler's trick moustache, are left to right: Lieut. Jack, R.C.A. (Simmons Ltd., Montreal); Captain Gordon, formerly associated with a Memphis, Tenn., hospital; and Norman, a gunner with the Tank Corps and member of the draperies staff, Toronto store. **Three sons for Victory!** and the flower of Canadian manhood . . . small wonder our Empire is the stronghold of freedom.

## TEAMWORK!

**"It is not the individual  
Or the army as a whole,  
But the everlastin' teamwork  
Of every bloomin' soul."**

J. Mason Knox.

—that, folks, is the spirit that's needed to fill up those little brown cardboard boxes—the Penny-A-Week boxes!

Fill them to the brim with your stray pennies that our soldier boys may enjoy **cigarettes for Christmas!**

## Their Majesties Visit Camerons

The other day a proud little mother brought this picture to our desk. Sent over from England by her son, Ken. Smith (despatch), the picture shows the King and Queen paying a visit to the Cameron Highlanders of Winnipeg in this secluded spot on a June day somewhere in England. Perhaps you can recognize a friend?





### Tom and George, Two Edmonton Store Boys, Now Sergeant Pilots

Smaller of the two, **Tom Foster**, now in England, flies a fighter. Picture at left shows him en route to Iceland. In top centre, Tom (at right) and two companions have climbed one of Iceland's mountain peaks. The army hut, in lower centre, is streamlined that way to offer least resistance to Iceland's violent winds which reach a velocity of 90 miles per hour. At right, stalwart **George Cooper** (shown with Mrs. George) zooms the skies in a bomber on the Atlantic patrol. "These boys," says Mr. Tom Carson (who sent "Contacts" the pictures), "are splendid examples of the young manhood who are offering their all in such a magnificent manner." Both are highly popular members of 568 department, Edmonton.

### Signal Instructor Sgt. Morris Charlesworth Writes from England

Quoting in part: "With the assistance of the R.S.M.'s typewriter," says Sergeant Charlesworth, a member of 221 department, "I am conveying, through the medium of 'Contacts,' to my friends in the store, a few impressions of England and army life gathered since my arrival here in April, 1940. . . .

"On leave twice since arriving here, and have visited briefly London, Cardiff, Aberdeen and places of interest. . . . It is a sight never to be forgotten, to stand at a vantage point and watch fires breaking out all along the horizon and feel the concussion of H.E. bombs periodically and have incendiaries drop and ignite as near as half a mile away. Another pitiful sight is to go through the tubes in London night after night and practically walk over thousands of women and children who sleep or attempt to sleep there between six p.m. and eight a.m. However, you can't get these people down. A smile and a cheery word greet you wherever you go.

"My thoughts turn quite frequently to the friends and co-workers I left behind over a year ago. Several have written me and kept me informed of events in the store. The arrival of 'Contacts' from time to time has been very much appreciated also. However, there are a few in the store who have disappointed me by their continued silence; for instance, a certain gentleman in the mail order who 'inherited' a good fur hat (which he had coveted quite some time) upon my departure. It

might interest him to know that I have in my section a lad from his home town (M——n, Manitoba) by the name of Southworth. I would like all in my former department to know that I think of them quite frequently.

### Thanks for the Cigarettes

"... A special word of thanks to the hundreds of employees who, by their weekly contributions, have made it possible for us to receive cigarettes so often since our arrival over here. Next to letters, the arrival of cigarettes causes the most pleasure. The arrival of a parcel of groceries is usually celebrated by a 'party' in one's quarters. It is a rare treat to sit down to some genuine Orange Pekoe tea! Canned butter and prepared coffee run a close second. Cube sugar is also a much appreciated luxury. Apart from these commodities we are exceptionally well fed.

"We place great hopes in ultimate victory and are optimistic enough at this late date to affirm that the Teuton will never gain a foothold on English soil. . . . To conquer England he must be able to land troops and mechanized units in large numbers and, thanks to the English Channel, I'm convinced that he has quite some time to wait yet. There is no immediate indication that the waters of the Channel are going to part as in Biblical days to allow this benevolent 'protector' to bring his gospel and 'kultur' to our people. . . ."

# Herman Lennerton of Lethbridge and Margaret Bjarnason of Calgary are New Holders of McCordick Golf Trophies

Playoffs Held at Lethbridge, Alta., on September 8th and 9th

For the first time within the history of the popular McCordick Cup golf championship of the EATON stores in Alberta, a Lethbridge Eatonian copped the prized silverware. He is Herman Lennerton, head of 506 department, Lethbridge, who won over youthful Bruce Collins, of Calgary, in the finals, played over the beautiful fairways of the Lethbridge Golf and Country Club on Tuesday, September 9th.

Miss Margaret Bjarnason, of Calgary, won the Mrs. McCordick Cup, emblematic of the women's EATON golf championship for Alberta, when she defeated Miss Dorothy Samis, of Edmonton, after a ding-dong battle which ended on the 26th hole.



By Jim McLaughlin, Lethbridge

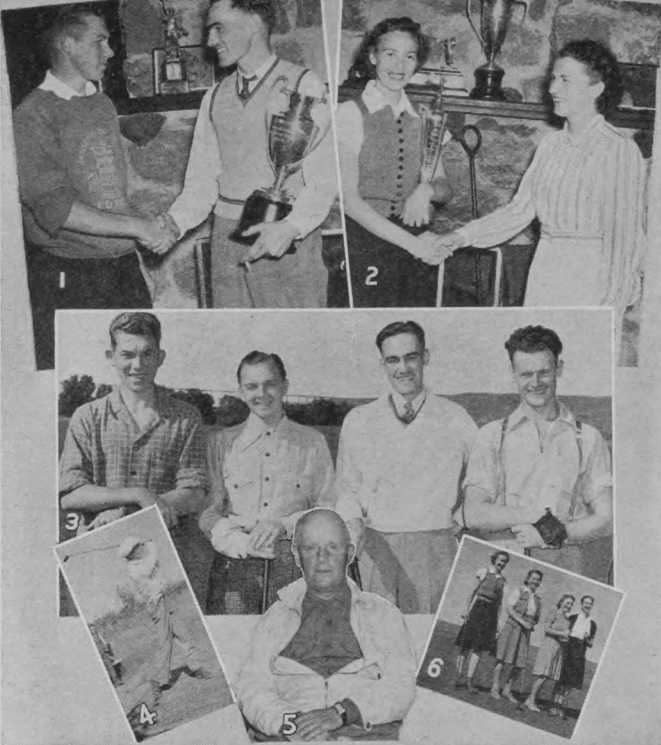
Voted one of the most popular EATON sport events in Alberta, the McCordick cup and the Mrs. McCordick cup golf playoffs are highly competitive. The playoffs were run off under ideal weather conditions, with the fairways of the picturesque nine-hole course in excellent shape.

Store champions, in both men's and women's divisions, were on hand from Edmonton, Red Deer, Calgary and Lethbridge. They were: Bob Haxby and Miss Dorothy Samis, Edmonton; Olaf Stranne and Miss Margaret Morrisroe, Red Deer; Miss Margaret Bjarnason and Bruce Collins, Calgary; and Herman Lennerton and Phyllis Cameron, Lethbridge.

Lennerton downed Stranne on the 14th hole and polished off Collins on the 31st hole, to become the first Lethbridge Eatonian to hold the McCordick cup.

The meet was voted one of the most successful held during the ten-year history of the event. Orchids are due Don Galbraith (523, Lethbridge) and his committee for the masterly way in which the entertainment programme was handled, and to Miss Phyllis Cameron (528, Lethbridge), who excelled herself as hostess to the visiting lady Eatonians. Interest in the finals was so keen that Mr. E. C. H. Davis, Lethbridge store manager, was kept busy phoning the progress of the matches to the store and wiring the results to distant EATON points.

At a banquet held Tuesday evening, September 9th, in the Marquiss Hotel, Lethbridge, the McCordick cups were presented to the champions by Mr. Davis.



- 1—Bruce Collins, Calgary, congratulates Herm. Lennerton, of Lethbridge, on winning the cup.
- 2—Miss Samis, of Edmonton, congratulates Miss Bjarnason, of Calgary, on winning the Mrs. McCordick Cup.
- 3—Finalists in the men's championship, left to right: Bruce Collins, Calgary; Olaf Stranne, Red Deer; Herm. Lennerton, Lethbridge (winner), and Bob Haxby, Edmonton.
- 4—The champion shows how it's done!
- 5—Mr. E. C. H. Davis, manager of the Lethbridge store, and host to the visiting EATON golfers.
- 6—The four EATON beauties who battled for the Mrs. McCordick Cup. From left to right: Miss Margaret Bjarnason, Calgary (winner); Miss Dorothy Samis, Edmonton; Miss Margaret Morrisroe, Red Deer; and Miss Phyllis Cameron, Lethbridge.

## Ahoy, Lethbridge!

Norman Doughty Writes From Halifax

September 19th.

"Dear Friends: Just a few lines to thank you for sending 'Contacts' to me so regularly and to give you my correct address.

In the last issue there was quite a bit of news from Lethbridge—let's have some more sometime, please.

My address is:

N. H. Doughty, Ldg. Tel.,  
D.N. 13291,  
H.M.C.S. Kamloops,  
c/o The Fleet Mail Office,  
Halifax, N.S.

"Yours, Norman Doughty."

\* \* \*

Well, here you are Norman—all about the Lethbridge golf triumph and on page 26 you'll meet four more Lethbridge friends in our gallery of hopefuls! —Ed.



## FULL SPEED AHEAD!

A Message to Bowlers from George ("Robbie") Robinson, President EATON Mixed Five-Pin Bowling League

"With the 1941-42 bowling schedule well under way, it is safe to predict another successful season for this long established winter recreation. The increasing popularity of the bowling club is emphasized by the fact that despite the number of former members now on active service, there was less difficulty in organizing a forty-team loop than in previous years; in fact, had a number of employees advised their desire to bowl at an earlier date, a larger league would have been formed.

"Our club has always maintained the highest standard of sportsmanship, or it would not have reached its present high rating in the store's recreation sphere.

"The executive have only one request to make of the average member, and that is that games should be started and played a little more speedily. There is no doubt that we are lacking in this respect. The first shift should start promptly at 7.00, and if the full team is not on hand, those present should commence and the late comers fill in. During the game, a player should be ready to deliver the ball immediately the pins are set up. Considerable time is lost by those bowlers who are extremely fussy in taking their stance, etc., and this probably is a more common fault with the experienced trundler. So, let's be considerate of the other fellow by starting promptly at 7.00 p.m. and 8.45 p.m., and step lively while the game is in progress. If all will co-operate, we are sure to make a very necessary improvement.

Writing in "Ireland Saturday Night," of Belfast, a columnist says:

"I have just had an opportunity of perusing the informative weekly journal 'Contacts,' published by Messrs. T. Eaton and Co., of Winnipeg, for distribution to the co-workers of the organization. What specially interested my attention in the news item was a paragraph exploiting the success of Mr. William Gordon (attached to the jewellery branch of the establishment) in a knock-out golf competition. Mr. Gordon, who, by the way, belongs to a family of sportsmen, his father having played for Linfield, performed the shot that every golfer dreams of when at the fourth, he holed out in one over a distance of approximately 160 yards. The achievement aroused the keenest enthusiasm and Mr. Gordon, on his initiation into the Hole-In-One-Club, had the heartiest congratulations of his colleagues in the foursome, his opponents and his numerous friends in the sporting world of Elmhurst, the venue of this rare and much discussed feat. By the way, Mr. Gordon served in the last war, after which he migrated to Canada."

Such is fame! Bill Gordon (1209) will be tickled to learn that his golfing achievement made the home paper in old Ireland. —Ed.

Twenty

## Sales Wisdom Taken From "Sizzlemanship"

In a recent issue of the **Department Store Economist** appeared the following paragraphs by Elmer Wheeler, which he has condensed from his new book, "Sizzlemanship."

In every sales effort it pays to remember that one good idea is worth a thousand words.

For example, such a question as this will catch the interest of nearly every woman, "How much do you spend for hosiery every month?"

Then you can tell a quick story of why and how your hosiery will save money, look better, wear better—with actual proofs.

But if you start off, "Buy our hose, they're grand, economical, gorgeous!" who will listen or care?

Good opening sentences I have recently heard include:

"How would you like to cut your shaving time in half?"

"Is Sunday a holiday or a drudge day for you? Use our prepared meats."

**Sizzlemanship** is meant to eliminate meaningless sales talk, as well as the high-pressure kind that many folks resent. It is the happy medium that arouses desire without delay, yet does not overdo things.

It aims to eliminate the parrot selling of those who say, "Will that be all today?" or "Would the large size be too much?"

---

## Four Apt Definitions

The Wall Street Journal Gives the Following Definitions:

**Socialism** means that if you have two cows you give one to your neighbour.

Under **Communism** you give both cows to the Government, which gives you back some of the milk.

Under **Fascism** you keep the cows, but give the milk to the Government, which gives you some of it back.

Under the **New Deal** you shoot one cow, milk the other and then pour the milk down the sink.

---

Miss Jean Dodds (1247) said "I do" to Mr. Edwin Cappock at King Memorial Church, August 2nd. Jean was presented with kitchenware at a shower held in her honour, while the department presented her with a handsome Westminster chime clock. Loads of luck and happiness to you both!

## Buy Books to Beat Hitler!



Maybe you won't get the chance to "sock it to him" as directly as our sketch suggests. But you can buy second-hand books or records and make your purchase a contribution to help the bombed-out areas of Britain—to help keep up the morale of the men and women in the front line.

Briefly, this is the story. The Book Shop in the Walker Theatre, under the management of the Patriotic Salvage Corps, sells books, records and magazines that have been donated. All the workers in the shop give their time free of charge, so the money taken in, except for a few operating expenses, goes to a patriotic cause. From early May until the end of August this year, we understand that the shop cleared nearly \$1,600.00, to go toward buying a mobile kitchen unit. It is now raising funds to help pay the transportation of victory bundles.

The shop is open from 11 a.m. to 9 p.m. It's a fascinating place to go during your noon hour. What kind of books are sold? You might as well ask what kind of books people read. We've noticed everything from thrilling detective stories to cook books, adventures of the Rover Boys to weighty tomes on law. The records are just as varied.

By the way—what about those books and records you have at home—those you don't want but hate to throw away because lots of other people might enjoy or use them? Why not bring them along as a donation when you come to visit the Book Shop? —J. H.

**HOT DOG!**—A highly hilarious weiner roast was held by 288 department, co-workers of Miss Evelyn Hall, at the home of Mr. and Mrs. Masson, Charleswood. Miss Hall left September 17th to become the bride of Mr. A. Horrock, of North Bay, Ontario.

The bride was wheeled to the large bonfire on a decorated wheelbarrow, where a presentation was made.

Laughter was the main feature of the programme, inspired by "Louis"—the hired man.

The second item on the programme was the "mystery of the vanishing food"—in which every member of the party participated.

Best wishes of all her friends in the store go with Miss Grace Richardson (206) who left for Toronto, September 21st, to take a position in EATON'S, College Street, as representative of "Charles of the Ritz." Gracie's lovely contralto voice will be a valuable acquisition to the queen city.

## Meet Miss Fisher

Miss Helen Fisher has joined the staff of The T. EATON Life Assurance Company, and is in a position to advise women Eatonians in particular regarding their life insurance needs.



\* \* \*

Note—With the EATON Life slogan: "Easy to Pay—the EATON Way," EATON employees should be insured, and new members of our staff would be well advised to see Mr. Brigden, Miss Fisher or Mr. Quinn about this important service.

If you are not already aware of the terms, conditions and allowances offered by The T. EATON Life Assurance Company, one of their representatives will be glad to explain them to you.—Ed.

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The deepest sympathy of all her friends in the store is extended to Miss Hilda Taylor whose mother passed away on September 18th.

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## They're Engaged!



Talk about a "Blue Plate Special"—this beats all! Our lovely glamour girl, Dorothy Cairns, 2 department, returned from lunch Thursday, September 11th, wearing the most beautiful diamond—some dessert I'd say. The lucky man is Mr. Jack Warnick.

Best wishes and best of luck from her associates goes with Dorothy, who left Saturday, September 13th, to take a position with the Western Grain Co. The department presented her with a handsome black leather handbag.

\* \* \*

Edna Sim, pattern counter, is wearing a "swell sparkler" placed there by Corporal Jack O'Leary, R.C.A.F.

\* \* \*

Another engagee is Lillian Jackson, notions, who returned from Calgary with her ring. Didn't catch the name—but he's an American we're told.

\* \* \*

Enid Hindle (224), blonde, 21 and charming, is engaged to marry Harry Reason, wedding, October 4th.

\* \* \*

The radiant smile of Miss Annie Louise (Billie) Elbourn will be missed around the toy department. "Billie" stole the heart of Policeman Fred Kemp (6 feet, 4 inches, by the way) and got a "life sentence." They'll be married October 4th. Associates staged a shower and presentation at Moore's.

# CONTACTS





## "And So They Were Married"

A Page of Recent Brides and Brides-to-Be  
(See Page 22)

1—Isabel Thompson (152.) 2—Alice Bloomfield (52.) 3—Marjorie Sutherland (hospital.) 4—Muriel Reynolds (104.) 5—Minnie Cash (202.) 6—Chrissie Comfort (20.) 7—Flora Comfort (136.) 8—Mona Grieve (116.) 9—Jean Ritchie (49.) 10—Harriett Beddome (104.) 11—Grace Goodman (116.) 12—Irene Simpson (118.) 13—Gladys Allen (117.) 14—Gladys Lock (1247.) 15—Jean Dodds (1247.) 16—Betty Legree (210.)

On leaving to be married, Miss Minnie Cash, 202 department, was presented with a gift of kitchenware by Mr. J. McKeag on behalf of the staff. Miss Cash's wedding to Mr. Jack Boyd, well-known hockey player and member of the Winnipeg Monarchs, took place at St. Catherines, Ontario, on September 20th.

\* \* \*

Once again cupid scored when Miss Gladys Allen, popular member of 117 department for 17 years, left to be married. Her many friends and associates presented Gladys with a lovely table lamp and other gifts. The wedding was solemnized on September 6th, at St. Martin's-in-the-field.

Good luck, Gladys and Lorne.

\* \* \*

Miss Gladys Lock, one of the candy factory's most popular members, became the bride of Mr. Gordon Sheldrake, August 23rd, in Charleswood. "Tubby" was presented with dinnerware by her associates and on the day of her departure, a drop-leaf table from the department.

The "Kandy Kids" wish both Gladys and Gordon the best of luck.

\* \* \*

St. James United Church was the scene of a pretty wedding on Saturday, September 6th, when Miss Amy Bond (229) became the bride of Mr. Tony Evans (254.)

Gifts to these two young Eatonians from their associates included a lovely chime clock and case of flatware.

\* \* \*

The marriage of Miss Winnie Howells, 5th floor coffee counter, to Greig Cunningham, R.C.A.F., Lethbridge, was an event of August.

\* \* \*

Brides continue to flourish in 116 department as Grace Goodman left to be married to Mr. Harry French late in September. Associates presented Grace with silver entree dishes and their best wishes for the happiness of both.

\* \* \*

Another 116 department bride of September 20th was Mona Grieve whose wedding to Mr. Sydney Fisher was solemnized at King Memorial Church.

A tribute to Mona was sent us from the clever pen of Elsie Atkins, but alas for space limitations! (Please forgive us, Elsie.) In summing up, Miss Atkins offers this sage word of advice: "When you have to swim against the stream, just smile at each other as Mona smiled her way into our everyday lives at EATON'S and you'll get by—good luck!"

\* \* \*

The marriage of Miss Alice Bloomfield to Mr. Harold Lush was solemnized at St. Matthew's Church on Saturday, September 20th.

\* \* \*

Miss Mabel Cosgrove (161 department), September bride-elect, was presented with a "mix-master" and other gifts at a luncheon held in her honour at the Marlborough Hotel on September 6th.

## Alderson—Thompson Wedding Held At Calgary

St. Barnabas Church, Calgary, was the scene of a quiet wedding, August 12th, of Isabel Starr, daughter of Mr. and Mrs. Jack Thompson (general office), Winnipeg, to Flying Instructor Gordon Alderson, only son of Mr. W. J. Alderson and the late Mrs. Alderson, Winnipeg. The ceremony was performed by Flight Lieut. J. M. Roe, R.C.A.F.

The happy couple left for Banff to spend their honeymoon. Mr. and Mrs. Alderson will reside in Calgary. \* \* \*

In honour of Miss Harriet Beddome (104, cashiers), bride-elect, Miss Alma Reid and Miss Teresa Sparks entertained at a kitchen shower aboard the motor launch "Gem" on Wednesday evening, September 17th.

The boat was prettily decorated in pink, white and green streamers and wedding bells. A buffet luncheon was served. Guests numbered 35.

Miss Beddome was united in marriage to Mr. Thomas Patterson on September 27th.

\* \* \*

The wages office lost one of its most popular and most valuable staff members when Miss Agnes McKelvie became the bride of Mr. Patrick Logan on Saturday, September 20th. At a breakfast party held in Miss McKelvie's honour in the grill room on September 13th, she was presented with a handsome silver tea service by Mr. Roy Helyar on behalf of her associates. This event was one of many tributes and showers held in Miss McKelvie's honour by her many friends.

\* \* \*

Miss Betty Legree (210), who said good-bye to her many friends in the store on September 17th, was presented with a walnut coffee table from her associates. Miss Legree became the bride of Mr. Roland Devlin on Wednesday, September 24th. Best of luck, Betty and Roly!

\* \* \*

Mary Brickman, basement store, was married on September 27th at Toronto to Mr. James Bailey. They will reside in Montreal.

Associates tendered Mary a dinner at the St. Regis, a shower and a lovely tri-lite lamp.

## 210 Visit the "Ranch"

A most enjoyable gathering was held on August 19th at the picturesque home of Mr. F. O. L. Wicks (head of department) on the banks of the Red River.

Pans of corn and piles of hot dogs were demolished in a most amazing manner (especially by Mr. Harding, who claimed an absentee's share on top of his own.)

Sports and games filled up the evening and a very happy time was enjoyed by all.



"Two of a Kind"

You'll often see Daisy and Violet Lowe tripping through the store—and like most twins, they're invariably together. Daisy is parcelling in the basement store, Violet is with the exchange department. The twins are eighteen years young and real outdoor girls. They especially like to bicycle into the country on picnics.



### Here Comes the Bride!

This lovely bridal scene shows Mr. and Mrs. L. Hunter emerging from St. Stephen's Anglican Church after their marriage on September 6th. Mrs. Hunter was Miss Ellen Moody of 205 department. Associates honoured Miss Moody with gifts of kitchenware and a beautiful chenille bedspread on the eve of her departure.

\* \* \*

### Nurse Sutherland Weds

*"Lucky are you, the groom to be,  
To find a girl like Marjorie.  
Sorry are we to break the tie,  
But pleasant mem'ries never die."*

A presentation of a silver tea set was made by Mr. A. D. MacDonell, staff superintendent, Saturday morning, September 13th, in honour of Miss Marjorie Sutherland, popular member of our store hospital staff, who will leave shortly to become the bride of Lieutenant William Joseph Holdfast, of Montreal. Although with us for only a year, Marjorie leaves behind her many friends and lasting friendships. Her pleasing personality and acts of kindnesses will be greatly missed by all. We, the staff, extend to you both our sincere wishes for a long and happy life together.

\* \* \*

### Farewell Luncheon Given Miss Flora Comfort

At a table centred by colorful mauve and white cosmos, twenty girls from the art and advertising offices, assembled Wednesday, September 17th, in the Antique Tea Rooms, to do honour to Miss Flora Comfort. Leaving shortly for Vancouver, Miss Comfort will, on October 1st, become the bride of Mr. Don. Charles Overholt, desk secretary of the Y.M.C.A.

\* \* \*

Miss Winnifred Lees entertained at her home on the evening of September 3rd, in honour of Miss Jean Ritchie, 49 department bride-to-be of September 20th. Jean was presented with twin bedroom lamps.

\* \* \*

Another September bride was Lucy Eden, souvenir counter (205), whose marriage to Mr. Jack Dindish was an event of September 20th.

Twenty-Four

### Harry Craik Becomes Benedict

On Friday afternoon, September 5th, the staff of department 100 (sales, expense et al) gathered to honour Mr. Harry Craik, prospective groom of Saturday. Believing that "showers" are equally indispensable to the groom-to-be, the office gang presented Harry with a number of miscellaneous items tending toward the domestic so that he'd know what he's in for! After this hilarious event, Harry was presented with a lovely eight-piece dinner set and two silver entree dishes. Mr. Bruce Sutherland did the honours and Harry was then duly swamped with well wishes and advice.

\* \* \*

**Craik-Erlendson**—The marriage of Mr. R. H. Craik (sales office) to Miss Olina Erlendson, was solemnized at the First Lutheran Church on Saturday, September 6th.

\* \* \*

Miss Jean Ritchie was married to L.A.C. George McKillop, R.C.A.F., on September 20th. On leaving the service she was presented with a lovely rose and gold bedthrow by her associates of 15 and 49 departments.

\* \* \*

Miss Irene Simpson, 118 department, was married Wednesday, September 17th, to Mr. Bill Grantham, Leading Signman, R.C.N., at 7 o'clock, in St. Matthew's Church.

Miss Simpson was presented with a gift of blankets by the department. At a dinner in her honour Friday, September 12th, at Brathwaites, she was also presented with bed linens.

\* \* \*

Miss Chrissie Comfort (20 department) left September 13th (lucky 13) to become the bride of Mr. Gilbert Lear on September 20th. The wedding took place at the home of the bride.

Chrissie's sister, Miss Flora Comfort, city advertising art staff, also left the service late in September and will be married in Vancouver.

### Three Little Radio Maids Are We

Breezing down to Pala Camp, Minaki, for Labor Day week-end: Helen Campbell (left), Cecilia Kohnen and Phyllis Robertson, 248, had the time of their lives. The camera caught them perched atop the camp launch. Cute, eh?





### High Jinks

"Casey would waltz with a strawberry blonde and the band played on"—such was the act portrayed during a sorority house party at Victoria Beach. Isabelle McAlpine (left), 208 department, is the heart throb in the case, while a girl friend poses as Casey.



En route east on a business trip this summer, Mr. John Dunlop, our genial basement store supervisor, encountered this interruption which lasted eleven hours. "Guess I was lucky at that," said Mr. Dunlop, who escaped with a few bruises.

The "Luftpost" are leaflets printed in the German language and periodically dropped from the skies by British airmen. Profusely illustrated, they give the German people a true picture of the war's progress. The copy partially reproduced here was sent to "Contacts" by Miss Betty McLellan, 174 department, who received it from her brother, now with the R.C.A.F. in England.

## EATON'S Gives Prompt Service to Red Cross Blood Donors' Campaign

It's just a small paragraph which many of us may have missed, but it's worth noticing, so we've clipped it from "The Tribune" for September 26th. The topic—Winnipeg's response to the appeal for blood donors to "bank" their red corpuscles for shipment to storage vaults overseas. The final note: "The first men to volunteer today were A. R. Fahrner, 115 Essex Avenue, and T. E. King, 36 Hull Avenue. Both are employees of The T. EATON Co. Limited."

\* \* \*

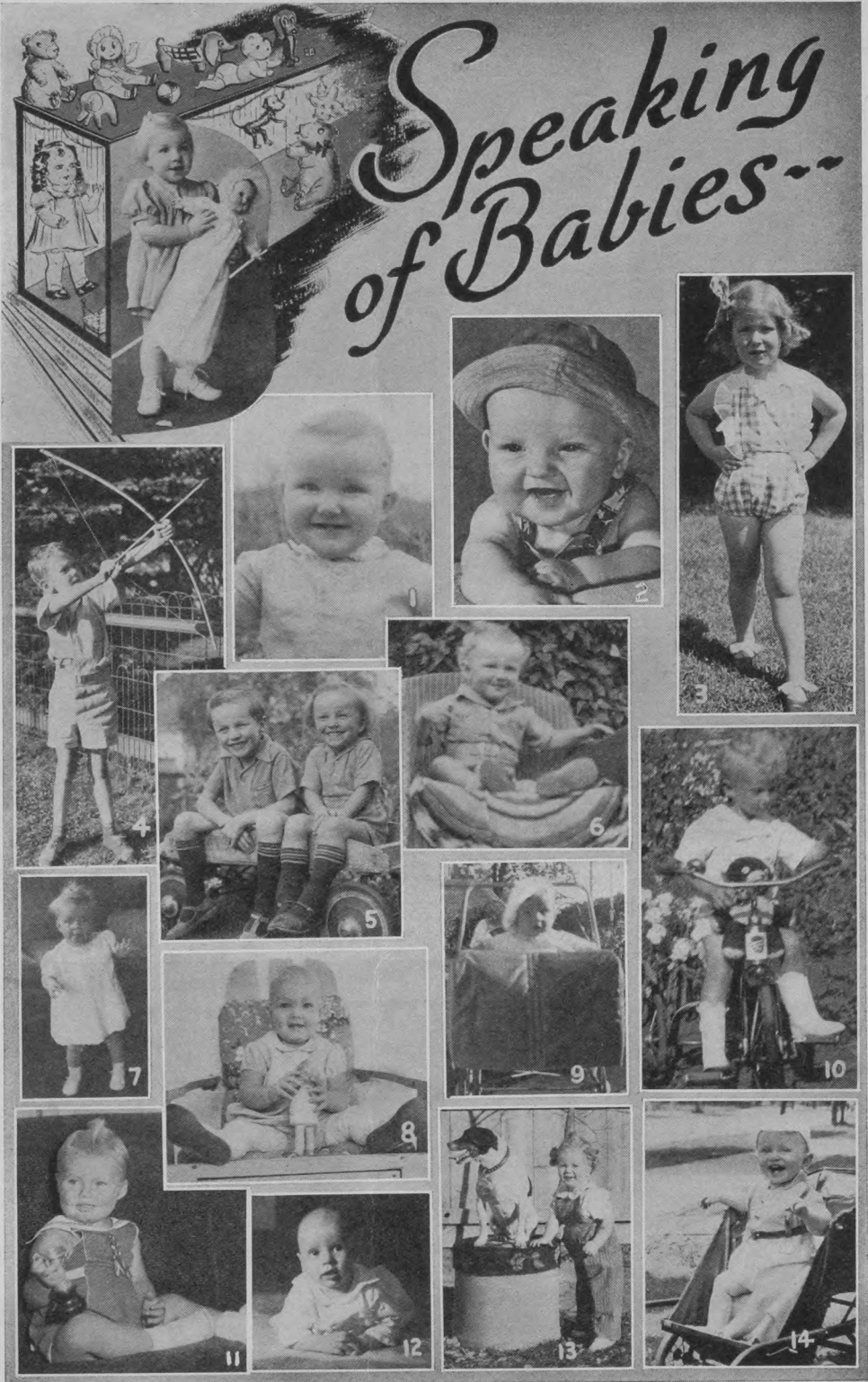
Not a minute lost—that's the spirit, and we're proud of both of you!

### LATE FLASH!

It has just been announced by the Directors that, commencing January 1st, 1942, those having had thirty years' continuous service with the Company will receive one extra week's paid holiday each year at a time convenient to the department.







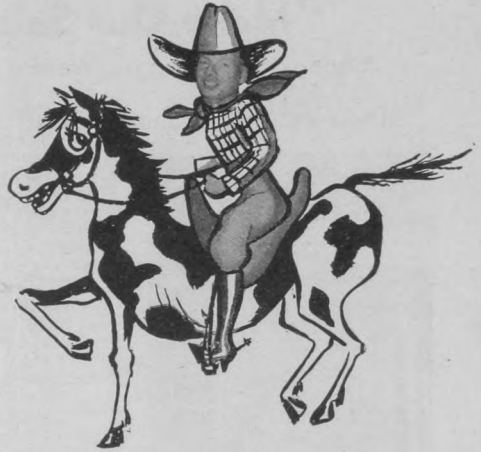
## Speaking of Babies

(See Page 26)

When the photographer caught up with Gloria (top picture), she was busily engaged in showing her "little angel" doll that daddy had just bought for her, to fifth floor shoppers. Gloria is 21 months and lives at Winkler, Man. The proud daddies of the other 14 little ones are EATON men . . . Winnipeg to Vancouver.

- 1—**Barry Thomas** is 13 months—his daddy is Mr. Thomas Northfield, Lethbridge store.
- 2—**Allen**, 6½ months, is the son of Harry Bell, 220. Allen won the weekly prize for baby class in Free Press photographic contest. Picture taken by Mr. Vernon Turner, 224.
- 3—**Beverley Gale**, 4 years—daughter of Mr. M. Simmons, 220. You've seen Beverley in our junior fashion shows.
- 4—**David**, posing as Robin Hood, is the six-year-old son of Mr. E. K. Nix, Edmonton store.
- 5—**Robert Scott** and **Charles Winfield**, 5½ and 3½ respectively, were snapped by their daddy, Mr. R. Scott Brewster, Edmonton store.
- 6—**John David** is the grandson of Mr. Arthur Farrow, 1203. Mother was Miss E. Farrow, formerly 147 department.
- 7—**Patricia Helen** was one year young on September 18th, says her daddy, Mr. Harold Westman, manager of EATON'S, Vancouver.
- 8—**Lucille Evelyn**, 16 months, daughter of Mr. Herman Lennerton, Lethbridge. Mommy was Miss Evelyn Perry, formerly 205 department.
- 9—**Kenneth's** daddy, Mr. C. Found, is the kindly, smiling gentleman who presides over the prescription counter. Ken's age is 6½ months.
- 10—**Nelson** is four and despite those lovely fair curls is no sissy—no sir! Daddy is Mr. N. S. Wasson, Edmonton store.
- 11—**John Robert**, 16 months, is holding the cup he won as 2nd prize at the Caterers' picnic this summer. John is the pride and joy of Mr. Jack Morris, north-end groceteria.
- 12—**William Paul**, 7 months, seems to be looking for his daddy: Mr. Scott Sinclair, Calgary store. Mother was an Eatonian.
- 13—**Ronald Edwin** puts on a circus act for you. Ron is the 18 months' son of Mr. Norman Phillips, Lethbridge store, formerly of Brandon.
- 14—**John Gerrard** ("Gerry" to you) is 11 months and a happy handful. Daddy is Mr. Jim McLaughlin, advertising, Lethbridge store.

Aren't they all "honeys"!



### "Drifting Buckaroo!"

A despatch from our grapevine reporter discloses that while visiting Moose Jaw recently, "Rollicking" Ronnie Knowles expressed a desire to "go western." With typical prairie hospitality, the tender-foot's wish was granted. Says the despatch:

"We had him fixed up with a western riding saddle, riding breeches and high boots, and last time we saw him he was riding south-west on the prairie about forty miles from Moose Jaw on a saw-back broncho. When he started his ride he was undecided whether to stay on the western ranges or go back to Winnipeg."

### P. ("Izaak Walton") Longstaffe

. . . proudly proves his prowess as an angler.

"The occasion," says our informant who "pinched" the photo when Percy wasn't looking, "was last Labor Day." The feat aroused deep envy among the other denizens at \*Belle Acres, that summer colony of Eatonians on the banks of Winnipeg River inhabited by Messrs. Carpenter, Matthews, Hawley, McBride, et al.

(\* polite spelling.)



## "Make Our Soldiers' Hearts Happy"

Support the Penny-a-Week Club Drive for Christmas Cigarettes!

"Sincerely Yours, Jack Baxter"



Remember Jack Baxter of the wall-paper department, mail order? After long study and hard training Jack rose from the ranks and is now a 2nd lieutenant in R. C. A. S. C. Stationed at Victoria, B.C., at present, Jack is seen aboard the S.S. Princess Marguerite en route to his headquarters.

A salute from all your friends here, Jack!

Walter Hay (214 department), now with 11th Army Tank Bn., writes:

"August 26th, 1941,

"Somewhere in England.

"Penny-a-Week Club, 5th Floor.

"Dear Friends: Thanks a million for the very unexpected parcel of cigarettes. I have often heard the phrase around the 'Peg,' 'make little hearts happy.' Well, I think that the Penny Club slogan should be 'Make the soldiers' hearts happy,' as I can say it sure made mine. I can assure you it was most welcome, as I was without cigarettes and unable to purchase them, not for lack of funds but owing to the scarcity of them. . . .

"I wish you would give my regards to the members of the staff whom I was associated with, also my sincere thanks.

"Wishing the club continued success and assuring those in charge that their effort is much appreciated and worth the while.

"Yours faithfully,

"Tpr. Walter M. Hay, H63529,

"11th Army Tank Bn. (O.R.)

\* \* \* \*

## When You've Read That NEW Magazine Will You Let Our Soldiers Read It?

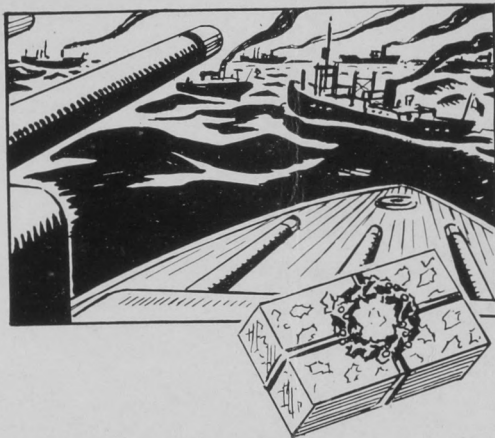
Getting into a battle dress uniform certainly shakes up a fellow's routine a bit. But while his occupation, hours of work and leisure may change, his taste in reading remains pretty much the same. . . . He still likes to read the **current** magazines, the digests that keep him posted on world affairs, the tales of mystery and adventure that intrigued him in civilian life. All of which is a good thing to remember when you gather up those magazines for dropping in the receptacles placed at strategic points by the Board of Trade (Young Men's Section.)

Please don't drop in a "dud"! That is, a magazine of ancient vintage. Chances are the boys have read that one long since. But they'll bless you for a brand new one! You can depend upon it, that is a new magazine being dropped in the box by the charming young lady pictured here. Over a ton of magazines are collected from these boxes daily—and that is not a single copy too many!





# *In Time for Christmas!*



*As Advised by the Post Office . . .*

*the "Zero Hour" for Sending Gifts to  
Friends Overseas is November 15th*

Wars may come and wars may go, but Christmas will go on forever. . . . And it's not a bit too soon to start planning for those Christmas gifts of foods that mean so much to our rationed friends in embattled Britain . . . or the parcels so eagerly awaited by our soldier boys abroad!

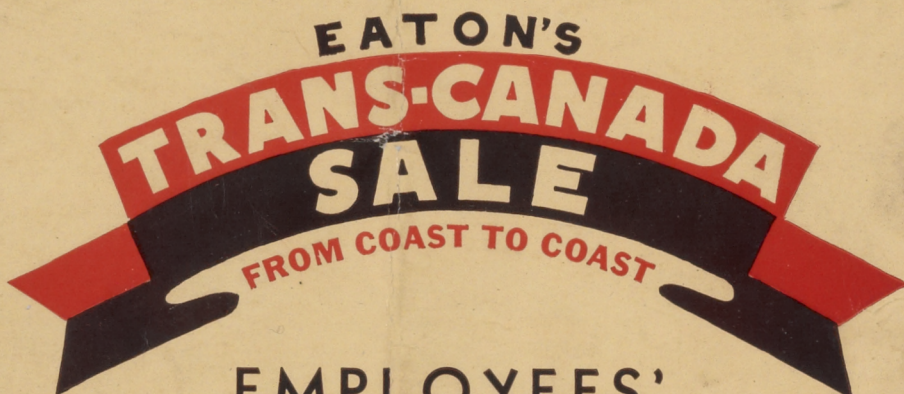
The Shopping Service, Sixth Floor, has the latest information on what foods may be sent and quantities you may send. They'll be glad to look after packing and shipping, too.

There is no charge for the packing, and the Shopping Service will gladly include those little "extras" of baking or knitting you also would like to send.

Don't forget the Post Office advise mailing before **November 15th!**

***Shopping Service, Sixth Floor, Hargrave, South***

Friday and Saturday, October 3rd and 4th



EMPLOYEES'  
*Merchandise Preview*

*In the DONALD ANNEX*

# QUIZ

The Preview brings you an advance showing of  
the actual goods in this great sale of the season

**37-Valuable Prizes to Win - 37**

(Read more about it on page fifteen)

THE T. EATON CO. LIMITED  
WINNIPEG CANADA